

# Aeroflow Health Leverages Five9 AI for Self-Service & Custom Summaries



Asheville, North Carolina  
Founded: 2000  
Healthcare equipment  
[www.aeroflowhealth.com](http://www.aeroflowhealth.com)

Aeroflow Health is a personalized healthcare company that provides patients with easy access to medical equipment and supplies covered by insurance. The company specializes in motherhood support, continence care, sleep support, and diabetes management for a wide patient demographic. Aeroflow employs more than 500 hybrid and remote agents headquartered in Asheville, North Carolina. It handles a blend of inbound and outbound calls to support patients with product selection, insurance information, technical support, and general inquiries.

The company was experiencing high call volumes, rising average handle times, and inconsistent note-taking. It decided to move to a cloud-based outbound dialer to improve efficiency. Aeroflow chose [Five9 Outbound](#) dialer and soon realized the gains it desired.

Once the company started using Five9 as a dialer, it wanted to have a more advanced and data-rich platform for its inbound calls, too. "However, it was the ability to completely customize our IVR that sold us," Aeroflow Director of Customer Operations Ashley Haynes said.

The company chose the Five9 Intelligent CX Platform to leverage the power of cloud scalability, AI, and customization. It implemented [Five9 Voice](#), [Five9 Chat](#), and Five9 Email as part of its omnichannel strategy.

"Connecting with patients to assist them is key to our mission and success. We meet our patients where they are and want them to connect to us in the way they prefer so they can have an optimal experience," Haynes explained. "Five9 offered so much more capability in the cloud than our previous solution."

Aeroflow soon chose to upgrade its IVR to [Five9 Intelligent Virtual Agent \(IVA\)](#) and also implemented AI-driven [Five9 Agent Assist](#) to automate transcriptions and call summaries.

## Five9 IVA Drives a 15% Reduction in Call Volume

The company initially launched Five9 IVA in its Motherhood Support unit with the goal to lower call volume and reduce average handle times. While most of the routine inquiry and order status information mothers needed is available on the company's website or sent in emails, some patients preferred calling to get the information.

### Challenges

- High call volumes
- High call abandonment rates on IVR
- Rising average handle times
- Inconsistent after-call work

### Benefits

- Reduced call volume by 15%
- Increased self-service options
- Decreased average handle times
- Automated after-call work

### Solutions

- Five9 IVA Studio
- Five9 Outbound Dialer
- Five9 Agent Assist
- Five9 AI Summaries
- Five9 GenAI Studio

"We were very careful about striking the right balance between self-service and agent support. It is important to us that patients and agents are happy with how we're communicating. There were a lot of data points we had to gather, and we took our time to ensure that we got this right," Haynes said. "We continue to tune it, but we're really pleased with our outcomes so far."

Aeroflow reports Five9 IVA is driving a 10–15% reduction in call volume by automating common questions such as medical equipment delivery status and insurance guidelines.

"Five9 IVA has worked very well in providing the answers to our most common questions, which allows our agents to handle more complex patient inquiries," Haynes affirmed.

With Five9 IVA, Aeroflow uses natural language processing via Google Dialogflow for conversational AI and also offers touch-tone options in its IVAs. Aeroflow has integrated Five9 IVA into its custom CRM to authenticate patient ID for HIPAA validation purposes and to provide IVAs with patient account data.

The company is using [Five9 IVA Studio](#), a cloud-based platform with a no-code development interface, to easily manage and make changes to IVAs across voice and web chat.

Aeroflow implemented Five9 Digital IVA, offering a chat IVA that replicated the voice IVA use cases, so patients have a consistent experience across touchpoints. Five9 Digital IVA delivered rich media experiences that include interactive buttons allowing users to seamlessly navigate through the options, providing a more modern look and feel while aligning with the Aeroflow website.

"We love the reporting capabilities in Five9 IVA. We can pull so much more data than we ever could before Five9. It's been great," Haynes said.

### **Five9 GenAI Studio Customizes Post-Call Summaries for Each Business Unit**

Aeroflow also recognized that call summaries were inconsistent across business units, agents, and customer conversations. This made it difficult for contact center managers and supervisors to understand customer needs and provide feedback for their agents.

To solve for this, Aeroflow used Five9 Agent Assist and GenAI Studio to generate custom summaries. GenAI Studio enabled Aeroflow to test, monitor, and improve its models to optimize the output of its call summaries.

"GenAI-powered AI Summaries reduces after-call-time work and it provides more accurate and nuanced summaries than the notes agents were making," Haynes explained. "We have five business units and they each have different priorities for note-taking. Most did not capture sentiment, and now we have this important data."

Aeroflow began customizing call summaries by experimenting with shorter summaries, going pronoun gender neutral, and simplifying with key data points, such as reason for call, outcome of call, and actions that were taken.

"We are excited about rolling out our custom summaries and will continue to refine as needed. It's important to us that we can customize and adapt to different needs, and that's something we're really grateful for with Five9," Haynes said.

**"The way Five9 takes an interest in learning about our business is a huge difference for us."**

Aeroflow Health

### **Five9 Team Makes the Difference**

Aeroflow has worked closely with the Five9 team, including Five9 Technical Account Manager, Junior Benitez, to develop and implement its omnichannel strategies.

"Five9's people 100% make the difference. They have been tremendous and are valued partners to our organization. They look out for us and take an interest in learning our business. They help us with every project and teach us so much. They are delightful! We're always sad when a project is completed because we miss our Five9 team! The way Five9 takes an interest in learning about our business is a huge difference for us. We've built a great working relationship, and we love working with them," Haynes concluded.

Aeroflow plans to expand its IVA usage to other business units and continue to adopt technology that supports its commitment to patient experience.

### **Learn More**

Discover how Five9 IVA can [elevate your self-service](#).



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### **About Five9**

The Five9 Intelligent CX Platform provides a comprehensive suite of solutions to engage with customers across their channel of choice, empower managers with insights and intelligence into contact center performance, and elevate your business to deliver better business outcomes and Bring Joy to CX™. Our cloud-native, scalable, and secure platform includes contact center; omnichannel engagement; Workforce Engagement Management; extensibility through more than 1,400 partners; and innovative, practical AI, automation, and journey analytics that are embedded as part of the platform. Five9 brings the power of people, technology, and partners to more than 2,500 organizations worldwide. For more information, visit [www.five9.com](http://www.five9.com).

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